

August 2011

Announcements

- **RV Show Entertainment**
- **Boat Show & Waterfront Lifestyle Expo is hitting the waves!**



WBAY-TV

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WBAY Expo News

Exhibitor News and Updates

The 2011 WBAY Expo Series was very successful. Exhibitors commented on record sales, leads and quality attendees.

Planning is well underway for the 2012 season and many exciting things are happening.

New opportunities to highlight your business are becoming available. Our new high quality show directory gives our exhibitors and local businesses a way to shine and reap the benefits of each show. New sponsorship recognition packages are nearing completion and will be put on the website for exhibitors to take advantage of.

Thank you sponsors! You made a real difference!

This year we launched new programs to begin the process of enhancing both the appearance of our shows, and also the quality.

WBAY would like to thank the following sponsors who sponsored at various level and made a positive difference to our show attendees while they highlighted their businesses:

Expanded exhibit opportunities are now available for the RV and Camping Show. The Lower Course is dedicated to booth space only, creating a safer traffic flow and offering expanded first floor exhibit space.

Melinda Myers will be returning to the WBAY Home and Garden Show. Melinda's local expertise and national recognition made her a popular addition to our show goers.

The WBAY Home and Garden Show is seeking more garden vendors. Supplies, retail plant and seed companies, composting equipment, rain barrels and more

are being sought after customer feedback at this year's show.

The WBAY Boat Show and Waterfront Lifestyle Expo will continue is successful growth pattern inviting more waterfront lifestyle exhibitors to the event. Boat dealers are welcome to purchase exhibit space and we are pleased to announce the addition of a pre-owned boat corral to the 2012 show.

The WBAY Pet Expo set records this year. The Family Fun Zone was a huge success as was the addition of many new exhibitors.

Booth renewal is underway for all shows.

Thank you Sponsors!

Wagner's RV & Camping Center

Kaytee Learning Center

Petco

The Aloft

United Pet Group

Paul's RV and Trailer

Kittie Crafts

Oshkosh Kennel Club

Happy Trails RV Rentals

Cumulus Broadcasting

Your business can take advantage of a high impact sponsorship by contacting Vickie Frank at the WBAY Trade Show office.

2012 Show Directories

The 2011 Show Directories were a popular item and are still being accessed online today.

Place your order today and save money on your ad. Take every advantage of the attendees and online shoppers by placing an ad in the show directory.

The show directory ad should be a part of your expo package. Offering a time sensitive discount coupon or service discount if sales are

made as a result of the show will help you maximize your show experience.

2011 exhibitors, you already have your show directory ad order forms. They will also be available online at wbay.com if you need more.

Directories are 8.5" x 11" and will have full color front and back covers, with black and white gloss pages inside.

Artwork can be submitted to Mary Hirvela at mhirvela@wbay.com. Mary will be happy to help design your ad if you need assistance. There is no additional charge for her assistance.

For a sample copy of the show directory, contact Vickie Frank at 920.203.2983 or 920.438.3270

Place your order today and save\$\$



*Melinda Myers
Returns to the WBAY
Home and Garden
Show for 2012*

The Plant Doctor is back!

Gardening in Wisconsin can be a challenge even for the seasoned gardener. Melinda Myers, a Wisconsin native and master gardener is here to help.

WBAY is proud to announce that Melinda Myers will be returning to the WBAY Home and Garden Show to educate, help and teach popular gardening topics in 2012.

Melinda will be offering her expertise in a series of seminars on Saturday and Sunday. Topics will be based on popular topics that interest today's gardener from small spaces and container gardens to question and answer sessions from the audience.

A complete itinerary of Melinda's programs will be posted online in

February. Melinda will be appearing Saturday and Sunday March 17 and 18.

If your company would like to sponsor Melinda Myers and gain great exposure, contact Vickie Frank at 920.438.3270 for details.

Attention Campground and Camping Supply Vendors

The WBAY RV and Camping Show has new exhibit spaces available on the first floor.

The Lower Concourse area is a high traffic zone and we have expanded the 10 x 10 exhibit area .

If you have products or services that relate directly to the outdoor camping/RV lifestyle, please don't

wait to book your space. This very rare opportunity will not last long.

The following types of vendors are being sought: campgrounds, outdoor cooking and grilling supplies, bicycles, tourist activities, state visitors bureaus from around the USA and Canada, equipment and outdoor gear.

Exhibit packets will be available

online at www.wbay.com or you may contact the show office.

Welcome to the show!



Comedian Tim Bedore hits the RV Show Stage for 2012

For over the past 20 years Tim Bedore has spent thousands of hours entertaining audiences, first on the radio and then as a comedian, headlining comedy clubs across the country. Raised in Stevens Point, Wisconsin and currently residing in the twin cities area of Minnesota we are thrilled to announce that comedian Tim Bedore will be gracing the WBAY RV and Camping Show stage at the 2012 Show.

Tim has been making audiences laugh with his Vague but True humor and will leave the audience rolling in the aisles with his wild animal humor and commentary of life in the Midwest. Its sure to be a huge hit to everyone.

Tim will be doing 4 shows. Two of them on Friday and two on Saturday. Times of his shows will be announced soon.

Tim has been seen on the Com-

edy Channel, has been making regular appearances on the Bob and Tom radio show and has written a book.

Tim's shows are geared toward adult humor but are PG-13 rated. He was a great option for our show and will hopefully come back in 2013.

Sponsorship for Tim Bedore is available. Contact the show director if your company is interested.



Tim Bedore will delight our campers with some good ol' Wisconsin humor!

RV Adventure Videos comes to the RV and Camping Show!

We are proud to announce that John Holod Production aka RV Adventure Videos series is coming to the 2012 WBAY RV and Camping Show!

John will present HD videos of the most beautiful places to RV in the country while teaching you how to travel safe and economically.

This video series has been seen at

shows at much larger venues and we are pleased that we are able to present this series at this year's RV and Camping Show.

The schedule of video presentations will be announced once finalized at wbay.com

DVD's will be sold by John Holod of all his presentations.

If your company would like to be a sponsor of the RV Adventure

Video Presentations, please contact me at the WBAY show office.



John Holod will inspire RV and Campers To Visit their dream locations and show them how to save money!

WANTED: Seminar Presenters

We are currently seeking seminar presenters for the WBAY Boat Show and Waterfront Lifestyle Expo as well as the WBAY Home and Garden Show.

Here is another great way to stand out amongst your competition. Show that you are the expert in your field and present a popular topic.

Seminars or presentations should be about 30 minutes in length with an additional 15 minutes for Q &A.

Screen, podium, projector, and a classroom seating arrangement are provided for you.

Just submit your idea to Vickie Frank at vfrank@wbay.com for consideration.

Your idea should include the title, basic outline, and a sentence or two about the presenter and their qualifications in the area of focus.

Your business can even be the sponsor of the seminar classroom and have exposure during the show. Ask the show director for more information on this high impact and affordable opportunity.



2011 WBAY Expo Series



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Jan 19-22 2012



Feb 16-19 2012



Mar 15-18 2012



Mar 23-25 2012

Northeast Wisconsin's Premier Exposition Events

Exhibit space is available but space is limited. Call 920.438.3270 or email vfrank@wbay.com to reserve your space now.

WBAY Boat Show and Waterfront Lifestyle Expo 2012



Reservations are currently being accepted for the 2012 event.

We are seeking boat dealers as well as companies that specialize in enhancing our waterfront lifestyle.

Kayak dealers, window tinting (residential), realtors, waterfront vacation destinations, cottage and home builders, are encouraged to secure the space.

We are seeking presenters for the Boat Show this year and are looking for the following subjects to offer:

Shoreline Conservation

Water Safety

Choosing waterfront property to build on

We are open to other ideas as well.

For more information contact the show office.



Make the most of your cottage!

Photo courtesy of the Mark and Lisa VanVreede of Little Chute

